

JANUARY ISSUE CONTENTS

- **Important Recruiting Dates**
- **Additions to CPOA**
- **NCAA News**
- **National CPOA News**
- **Contact Sheets**
- **Internet Updates**
- **Referral Program**
- **Season End Updates**
- **Monthly Meetings**
- **Seminars**

IMPORTANT JANUARY RECRUITING DATES

- 1-1: ACT registration postmark date for February 12th test.
- 1-15: Football (mid-year JC transfer) final signing date for National Letter of Intent.
- 1-21: ACT late registration postmark date for February 12th test
- 1-22: SAT test.

RECENT ADDITIONS TO CPOA Pennsylvania

Jennifer Kalkstein
Nate Kriger
Emily Zalewski

NCAA News

Football Players Admit Violating 20-hour Rule

Some of the results of a survey of Division I football players will come as little surprise to college football fans, but other findings may raise a few eyebrows.

The American Football Coaches Association received responses last fall from more than 5,400 football players at more than half of the schools that compete at the sport's highest level.

Nearly 9 in 10 players admitted they violate an NCAA rule that limits playing and practice time to 20 hours per week during the football season. Some 28 percent of the respondents admitted to spending more than 30 hours a week on football and football-related activities, while 60 percent said they devoted 20 to 30 hours a week to the sport. The NCAA and a group that is targeting college athletics reform said the numbers are a "concern" and "disappointing".

But the survey did yield some encouraging results on players' attitudes toward their own education, said Grant Teaff, executive director of the coaches' association. More than four out of five players said they would attend college even if they did not play football.

The survey included questions about grade-point averages, family backgrounds, and socioeconomic status. Of players receiving full athletics scholarships, 59 percent reported that they needed at least another \$200 per month to make ends meet.

Other results yielded by the survey:

- 20 percent of players listed themselves as belonging to a "lower" socioeconomic class.
- 35 percent said they had "much more interest" in academics since entering college.
- 38 percent said they were unaware of NCAA academic standards for prospective athletes until their junior year of high school. This bullet point should be a reminder for us to enroll clients in our program early so they will be aware of the academic requirements sooner!

Div. I School Dissolves Athletics Department

In a bold move intended to integrate a university's sports program more fully into overall campus life, Vanderbilt University has formally dropped its athletics department as a separate entity and reassigned many of its functions to other departments at the university.

The "Office of Student Athletics, Recreation, and Wellness" will be created, with responsibilities not only for varsity sports, but also for intramurals, club sports, and other activities. The plan will shift Vanderbilt's respected athletics director, Todd Turner, to a new job, as an assistant vice chancellor in charge of all student athletics.

Vanderbilt chancellor E. Gordon Gee announced the move was being made because, "For some time, we had been moving in exactly the wrong direction by segregating intercollegiate athletics from the lifeblood of the university, so this is intended to make sure Vanderbilt supports athletes as students with the highest-quality programs, on the field and off the field."

Vandy is highly respected for its academics, but the Nashville, TN-based school has fielded weak teams in the revenue-producing sports for many years especially when compared to the schools it competes against in the powerful Southeastern Conference.

Chancellor Gee has been a university president at high-profile athletic schools (including Ohio State and Colorado) and at an Ivy League institution (Brown University), and has been a strong promoter of the college teams in all of his previous jobs. He believes the changes should make Vanderbilt more attractive to athletes whose parents are interested in universities that value players as students and members of a community, not just as athletes.

Big-school athletics departments, especially at SEC universities, are worlds unto themselves. They have hundreds of employees and auxiliary units to manage stadiums, arenas, parking, ticket sales, media relations, sports medicine, merchandising, tutoring for players, and other areas. The departments at the Universities of Florida and Georgia are even set up as 501(c)(3) organizations separate from their parent institutions.

Myles Brand, the NCAA's president, praised the move. "This is more than an experiment," Brand said. "It is a major shift in the collegiate sports culture. It will be a model for how to embed the operations that have been isolated from the university with similar functions throughout the campus. Their model may not be right for everyone right now, but it is sure to be a topic of discussion as universities manage their athletics programs in the future."

Athlete Grad Rates Highest Ever

Athletes who entered college in 1996 graduated at a higher rate than any class on record, according to a report released last month by the NCAA. Scholarship athletes in Division I graduated at a higher rate than other students -- 62 percent compared with 59 percent -- and black athletes and football and basketball players all set graduation-rate records.

However, the report (available online at www.ncaa.org/grad_rates/2003/) also showed that the population of black athletes shrank in 1996, the year the NCAA enacted Proposition 16, which raised academic standards for athletes. Black men made up 55 percent of basketball players in the previous year's class, but only 52 percent of the 1996 class. Similar patterns held true for black football players and black male athletes in general.

NCAA president Myles Brand said he was not concerned about the decline. "As we increased requirements in previous cases, there's a decline [in population] for a couple of years, and then it pops back up. It's wholly in accordance with our plan to increase graduation rates. Black student-athletes, like other student-athletes, have risen to the occasion and have graduated at higher rates when we've raised standards."

The report also lacks some data from previous years. This year, the U.S. Department of Education changed its interpretation of the Student Right to Know Act, which requires colleges to reveal graduation rates for all students, including scholarship athletes. Colleges with two or fewer people graduating in any category on the report now have to suppress information for that

category, to avoid identifying students indirectly. As a result, the NCAA cannot report on colleges that failed to graduate any athletes in a given category or sport.

This year, the NCAA is instituting yet another set of academic standards, some applying to new freshmen and others to returning athletes. The avowed goal is to raise graduation rates, but some worry that the new requirements may allow less-qualified athletes to enter college and then push them out because they have no chance of graduating.

Proposition 16 required incoming athletes with scholarships to achieve certain grade-point averages and standardized-test scores, on a sliding scale, to play sports. Athletes with a 2.5 average in high school, for example, had to score at least 820 on the combined SAT; those with a 2.0 average had to score at least 1010.

Those standards were widely criticized over the years as having a disparate impact on African-American athletes, and a group of black athletes in the Philadelphia area won a lawsuit against the NCAA on those grounds. The NCAA won an appeal on technical grounds, asserting that it was not subject to federal anti-discrimination laws, but the court did not comment on the merits of the athletes' case. NCAA president Brand predicts the new eligibility standards will improve athletes' academic fortunes even more.

Men's basketball teams graduated only 44 percent of players who entered in 1996, the lowest rate of any individual sport, but the highest for men's basketball since the class that entered in 1990. The rate for black male basketball players jumped to 41 percent, the first time that at least 40 percent have earned their degrees. The graduation rate for football players of all races rose to 54 percent from 52 percent, closing in on the male-student average of 56 percent. A record 48 percent of black football players earned degrees.

African-American athletes as a whole are outperforming their fellow black students: Only 35 percent of black male students who entered Division I colleges in 1996 have earned degrees.

Overall, the number of black male athletes entering college on Division I scholarships dropped 13 percent from 1995 to 1996. The number of white male athletes fell, but by less than 1 percent, while the numbers of Asian men and men classifying themselves as "other" rose significantly. The proportion of black football players shrank to 48 percent from 53 percent, while the proportion of white players rose to 45 percent from 41 percent.

Female athletes continued to outperform their male classmates. A record 70 percent of women on athletics scholarships earned their degrees, compared with 62 percent of all female students. Black female athletes, too, set a record, graduating at a rate of 62 percent, while 42 percent of black female students earned their degrees.

Tuition Still Rising, But Not As Fast

USA Today reported in its September 8 edition that the average cost of college tuition at American colleges and universities is rising nine (9) percent this year, down from 14 percent in the 2003-04 academic year.

In a survey of 67 flagship universities in each of the 50 states, the newspaper reported the nine percent hike translates to an average price increase of \$491 this year. The past two years have seen schools in some states raise tuition as much as 50 percent as schools took advantage of loosened or repealed tuition cap statutes by many state legislatures. Complaints from parents and advocates of higher education have led lawmakers to put caps back in place in some states even as colleges allege they need the extra revenue to offset state budget cuts, rising health care costs, construction and expansion.

Additionally, some schools maintain they offset tuition increases by providing additional financial aid, making the net out-of-pocket increases less than the figures reported. There is debate about who benefits the most from the increased aid awards since it is not necessarily based on

demonstrated financial need, but the trend as we see it has been to let the schools decide how aid is allocated without much input from state governments. The federal government is not directly involved in this issue because federal aid is based exclusively on a family's ability to pay. The pricing of college receives a lot of media coverage. When you see articles in your local newspaper or even in national publications, take a moment to read them. No, it's not as easy reading as the sports page, but the payoff for you is that you will be much more conversant with your customers and potential clients on an issue that is of utmost importance to them. A key connection for all of our salespeople to make during a presentation is the high cost of college versus the relatively inexpensive investment in our services that almost always will help a family pay less out of pocket for a higher education.

Of the schools polled by USA Today, Penn State University reported the highest tuition for in-state students of \$10,856 annually. Rutgers and Vermont are other state schools where tuition exceeds \$10,000 per year.

Tuition Increases at Private Colleges Will Average 6% This Year

Tuition will rise at private colleges and universities this year at the same rate as last year, 6 percent, and will average just over \$18,000, according to an annual survey released last month by the National Association of Independent Colleges and Universities.

Despite concerns that current economic conditions might be pushing private colleges to raise their tuitions drastically, the increase for 2004-5 is comparable to those in the more prosperous 1990s, according to the association, which represents about 1,000 private colleges and universities.

Average financial-aid packages at private institutions grew 15 percent last year. Financial-aid amounts for the 2004-5 year have not yet been announced.

ACT Scores Rose Slightly This Year; SAT Scores Remain Stable in Final Year of Old Format

The average ACT score this year was 20.9 out of 36, one-tenth of a point higher than the average score in 2003, according to results released last month by the organization that offers the college-admissions test. Each subject area on the test -- English, mathematics, reading, and science -- saw an increase of one-tenth of a point.

Students who took the SAT in 2004 did about as well as their counterparts in 2003, according to the College Board. On the verbal portion of the college-entrance examination, the average increased by one point, to 508; and on the mathematics portion, the average fell by one, to 518. The average combined score remained the same, at 1026; the highest possible score on the test is 1600.

High-school students compiled those results in the final year of the SAT's current format. Next year, the College Board, which owns and sponsors the test, will introduce a new format, designed to test more skills. Beginning in March 2005, students will be introduced to a new, three-section SAT. The new version will include a written essay, a multiple-choice section about identifying grammatical errors, higher-level math, and more reading passages. It will also be scored on a different scale, with 2400 instead of 1600 being a perfect score.

Harvard and Princeton Again Top College Rankings by 'U.S. News'

Harvard and Princeton Universities tied for the top spot in the annual college rankings compiled by *U.S. News & World Report*. Yale University and the University of Pennsylvania followed, taking third and fourth place, respectively, in this year's tally.

The top 10 changed little from last year. Three universities tied for fifth place: Duke University, the Massachusetts Institute of Technology, and Stanford University. The California Institute of Technology was eighth, followed by Columbia University and Dartmouth College, which tied for ninth place.

In other rankings compiled by *U.S. News*, the University of California at Berkeley held on to the No. 1 spot on the list of the top public universities. The University of Michigan at Ann Arbor and the University of Virginia tied for second.

Each year the rankings, which are released with *U.S. News's* annual college issue and in the book *America's Best Colleges*, prompt complaints among many college officials. They argue that the rankings ignore crucial characteristics about institutions and rely too heavily on colleges' reputations.

New Rule Regarding Phone Calls and Contacts

Effective August 1, 2004, a rules change will go into effect where Division I schools will be able to telephone and meet in person with high school athletes in most sports earlier than ever before, though it will be eight months before the impact of the rule change is felt.

The amended phone call and contact rule is written as follows:

In all sports other than football, one telephone call to a prospect or a prospect's relatives or legal guardians may be made during March of the prospect's junior year in high school. In all sports other than football, it is permissible to make one in-person, off-campus-recruiting contact with a prospect or a prospect's relatives or legal guardians on the prospect's high-school campus during April of the prospect's junior year in high school. Additional telephone calls or in-person, off-campus recruiting contacts shall not be made with a prospect or the prospect's relatives or legal guardians before July 1 (September 1 in Divisions I-A and I-AA football) following the prospect's completion of the junior year in high school. Exception: In women's gymnastics, additional in-person, off-campus recruiting contacts shall not be made with a prospect or the prospect's relatives or legal guardians before July 15 following the completion of the junior year in high school.

The new rule moves each sport ahead of football for the first telephone contact. Football coaches may still call once in the month of May of a prospect's junior year in high school. And, the face-to-face contact has been moved up from July 1 to April.

If nothing else, the earlier dates should make parents and student-athletes understand that the recruiting process starts early. If they are not getting phone calls or in-person visits in the spring of the athlete's junior year, they know they are not being seriously recruited. A parent that tells you, "We're going to wait until this fall," must understand that they will be at least six months behind in the recruiting process.

Pass this sense of urgency on to prospective clients, and impress upon them the importance of being on recruiting lists before the March and April dates arrive.

NCAA RULE CHANGES / LEGISLATION

- The substantive legislative changes from the annual NCAA Convention took place in Division III. Among them: "redshirting" student-athletes is now prohibited in Division III and D-III teams

may no longer hold membership in a higher NCAA division in a certain sport (though eight schools were permitted to continue to do so through a grandfather clause). The other two NCAA divisions announced no major legislative changes.

- NCAA Division I announced new and tougher academic standards effective immediately. Schools that fail to meet minimum standards will lose scholarships and repeat offenders could be banned from the NCAA Tournament. The NCAA Division I Board also approved "student-athlete friendly" rules changes that allow students access to additional financial aid and medical insurance
- The SAT will also change in March, adding a new essay section. The new perfect score on the test will be 2400, but the NCAA will not count the new essay section in determining freshman eligibility.
- The NCAA reported a net increase of 60 women's sports teams during the 2002-03 academic year across the three divisions. There was a net loss of 11 men's teams, the fewest in a year since 1996.

Sports Sponsorships

Minnesota State University Mankato, NCAA Division II in Mankato, Minn., is adding women's bowling as a varsity sport in 2005-06.

Adelphia University in Garden City, NY, also Division II has added women's bowling for this academic year.

Southern Illinois University-Edwardsville, NCAA Division II, plans to reinstate its men's golf program in time for the 2005 season.

Armstrong Atlantic State University, a Division II school in Savannah, GA, will add women's golf for the 2005 year.

Virginia Wesleyan College, NCAA Division III in Norfolk-Virginia Beach, VA, will sponsor men's and women's track and field beginning in the spring of 2005.

National CPOA News

LPGA professional Karen Stupples joins the CPOA National Board of Advisors, joining Luke Donald as the only former clients to join our Advisory Board

Luke Donald was a key player for the European team that defeated the Americans in the biennial Ryder Cup competition. He played in four of possible five matches and finished with a record of two wins, one loss and one "half" (tie).

Two more former clients of Marva Hall were named to the CPOA Wall of Fame. Richard and William Barker, All-American tennis players and former national champions while at Rice University were inducted. A highly respected tennis magazine called the twins, "...one of the most successful doubles teams in the history of college tennis."

CONTACT SHEETS

Remember to keep track of all questionnaires, calls, etc from college coaches with the contact sheets found in your STUDENT PACKET. Email me at martin.rock@cpoapa.com if you need additional copies!

NCAA ELIGIBILITY CLEARINGHOUSE

Every CPOA SWPA Student-Athlete has received a NCAA Guide for the College Bound Student Athlete as part of the STUDENT PACKET you received when you joined the program. In this guide, you find instructions on how to apply for your NCAA Eligibility Clearinghouse Number. Eligibility is based on what core courses have been completed, SAT scores and overall GPA in core courses. NCAA approved core courses, by high school, can be found at <http://actrs7.act.org/ahs>.

STUDENTS APPLY FOR THEIR NCAA ECN AT THE END OF THEIR JUNIOR YEAR. HOWEVER, IT IS A GOOD IDEA TO REVIEW ELIGIBILITY AS EARLY AS THE SOPHOMORE YEAR TO ENSURE THE CORRECT COURSES HAVE BEEN COMPLETED! For more information about the process, email martin.rock@cpoapa.com for a NCAA Guide or call 888-ASK-CPOA (CPOA Program Members Only).

INTERNET UPDATES

If you have update information for your Internet profile, please forward to martin.rock@cpoapa.com. Remember that you automatically receive (2) two free updates per year. If you've upgraded your program to receive unlimited updates you can send updates every day/week if you'd like. Updates take approximately 72 hours to be made online.

REFERRAL PROGRAM

Do you know of a high school student athlete with the ability to perform at the collegiate level? A teammate from high school? Club team? From the newspaper? If so, contact your CPOA representative at martin.rock@cpoapa.com and if that athlete signs with CPOA SWPA, you receive a \$50 referral fee!

Season End Updates

Attention fall sport athletes, your season end update forms which were mailed to you are now overdue. There are hundreds of coaches out there awaiting an update on your stats, awards and accomplishments from the past season. Please complete these and return to your CPOA representative immediately.

RECRUITING SEMINARS

CPOA Pennsylvania is planning to conduct several recruiting training sessions over the next few months. These sessions will include the basics of the recruiting process, how to choose the right college, review of NCAA rules and regulations, and how to best navigate this important process of college selection. Please let us know if you have interest in hosting one of these sessions for your teammates (students/parents) or teams/booster clubs (coaches).